



## HELPING FLORIDA COMMUNITIES THROUGH BICYCLE TOURISM

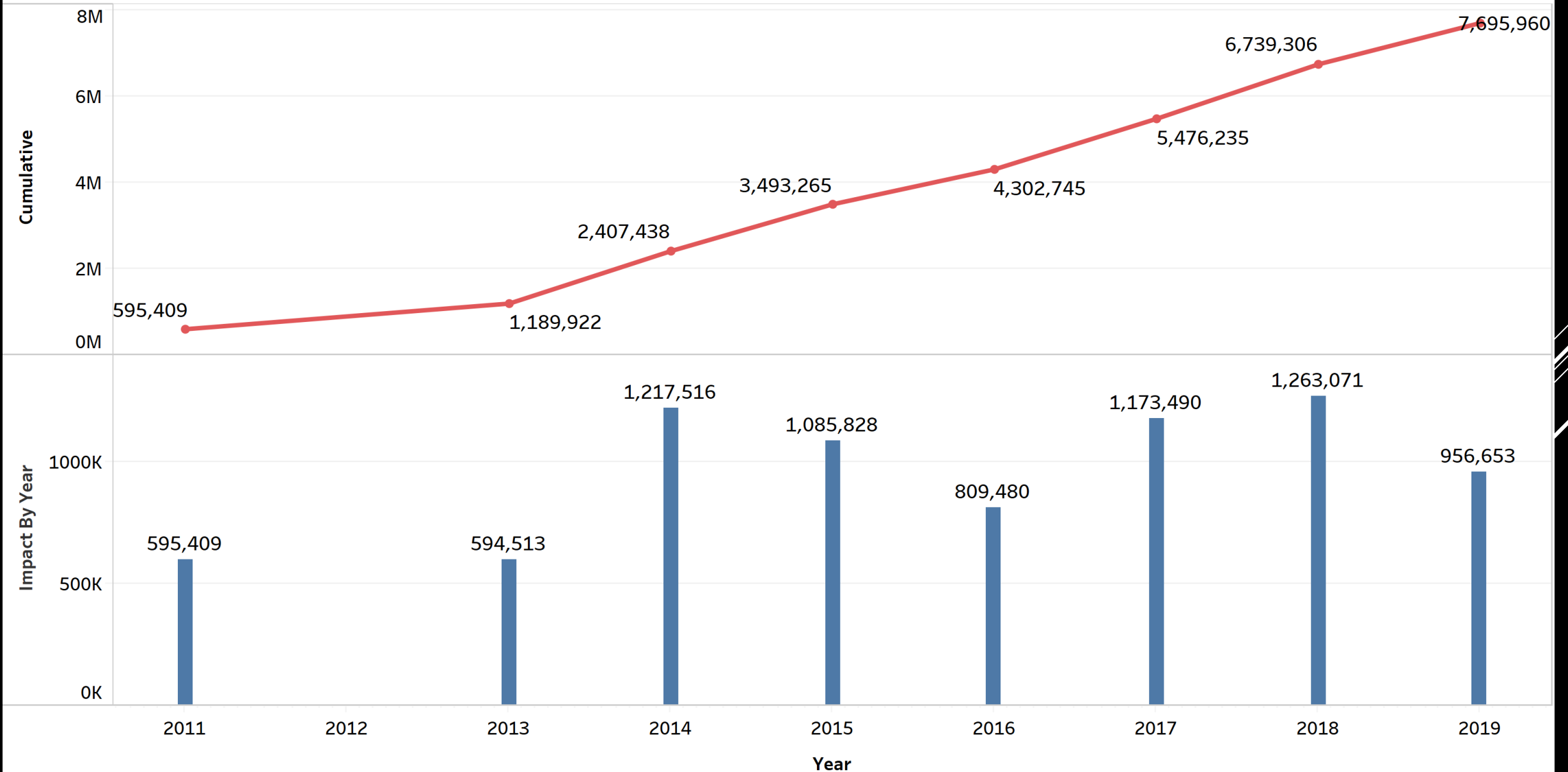
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► Our mission is to help Florida communities improve their economic health, bicycle infrastructure, and safety through bicycle tourism.

BIKE FLORIDA

# Bike Florida Spring Tour Economic Impact





## ECONOMIC IMPACT

\$83 BILLION ANNUALLY

848,000 JOBS

\$198.7 BILLION

SPENDING



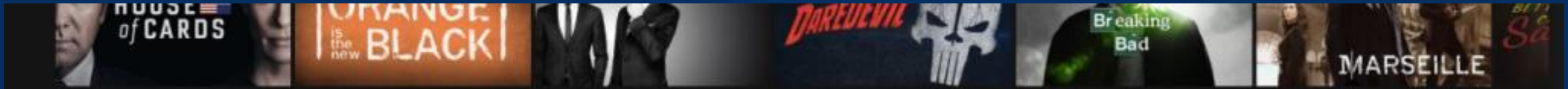
- ▶ The global adventure tourism market was valued at \$ 586.3 billion in 2018, and is projected to reach \$1,626.7 billion in 2026



# A DECLINING PIECE OF AN EXPANDING PIE?

1994





Trending Now



Top Picks for Le VPN



# Today





1994





TODAY



1994



TODAY







1994



TODAY



**‘It's amazing, but kids today don't want hard copy anymore. This was the major mistake we all made.’**

Gary DiCamillo in 2008,  
Polaroid's CEO from 1995 to 2001





"It is not necessary to change. Survival is not mandatory."

—W. Edwards Deming

"Change before you have to."

—Jack Welch

CHANGING MARKETS,  
DEMOGRAPHICS,  
BUSINESS MODELS

Consider:

Nike isn't in the shoe business.

Tesla isn't in the car business.

Red Bull isn't in the energy drink business.

WHAT  
BUSINESS  
ARE WE IN?

Several white lines of varying lengths and angles are positioned in the bottom right corner of the slide, creating a dynamic, abstract graphic element.

**Our mission is to help Florida communities improve their economic health, bicycle infrastructure, and safety through bicycle tourism.**

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the image, extending from the right edge towards the center.





WHAT DOES  
THAT MEAN?

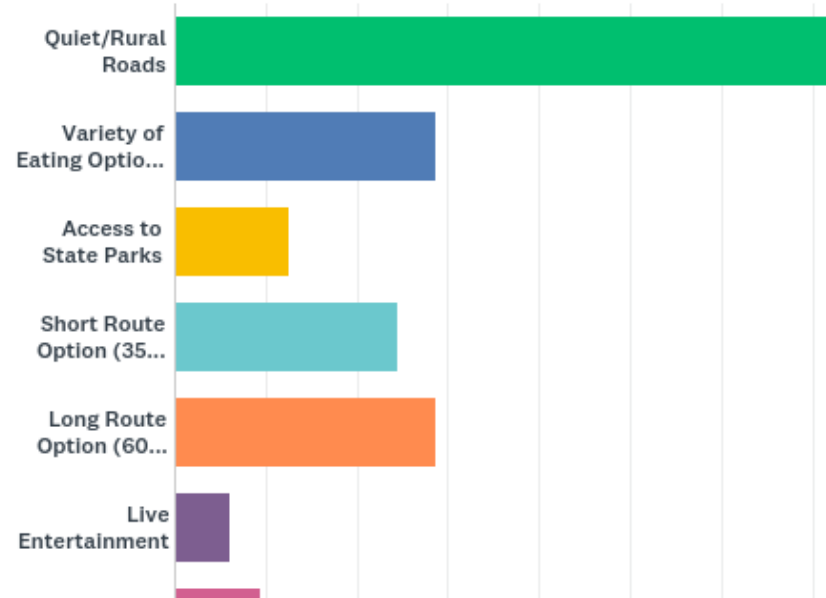


Dunedin:

From 35% storefront vacancy to 100% (with waiting list) after development of Pinellas Trail.

INFRASTRUCTURE =  
POSITIVE ECONOMIC GROWTH

Dike Honda Spring Road



INFRASTRUCTURE= SAFETY AND  
ENJOYMENT



## Belgium: 10-meter tall tree-top bicycle path





**Utrecht:**  
**World's largest bicycle parking lot.**





China: World's longest  
elevated bike path.



## Belgium (again): Cycling through Water

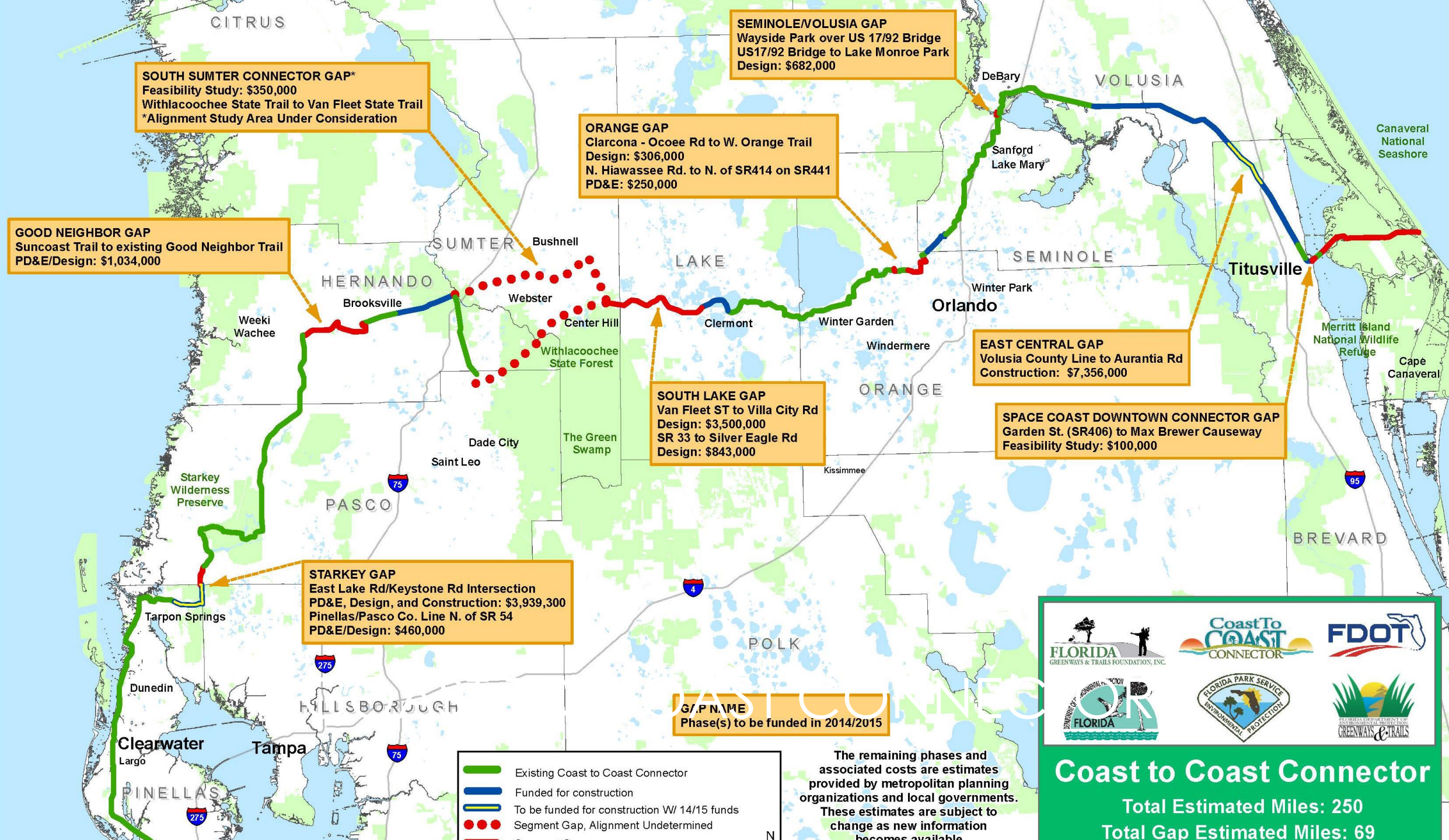






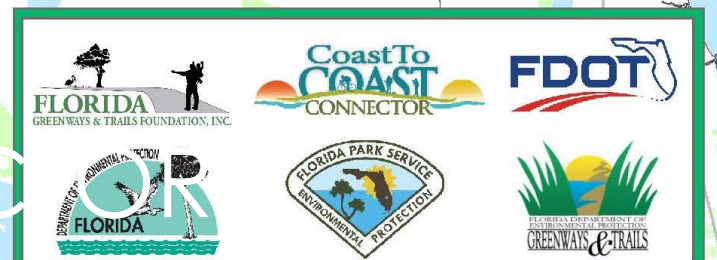
# BICYCLE TOURISM HAVANA STYLE





**FAST TRACK**  
Phase(s) to be funded in 2014/2015

The remaining phases and associated costs are estimates provided by metropolitan planning organizations and local governments. These estimates are subject to change as new information becomes available.



**Coast to Coast Connector**  
Total Estimated Miles: 250  
Total Gap Estimated Miles: 69





A VISION FOR FLORIDA



Put Spring Tour on Hold

More Community Outreach and Collaboration

Host First Annual Florida Bicycle Tourism Conference

Produce Three One Day Cycling Events

Launch Directory

## PLAN B



Adapt Directory

Begin Tourism Map

Trail Trifecta with St. Johns River to Sea Loop Alliance and City of Titusville

Build Partnerships with FDOT, MPOs, TPOs, and BPACs, DEP

Outsource Event Management

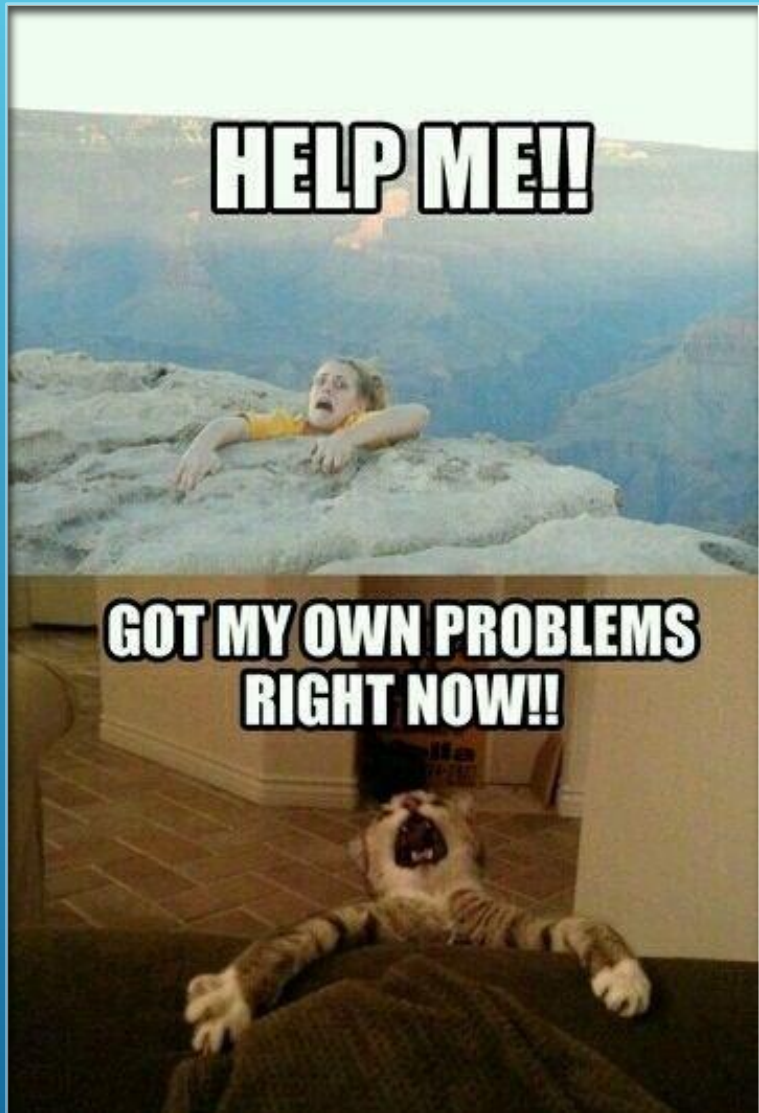


The image features a black background with several grayscale, 3D-rendered coronavirus particles. A large, detailed particle is centered in the background, showing its characteristic crown-like surface with numerous spikes. Three smaller, similar particles are positioned around it: one in the upper left, one in the upper right, and one in the lower left. Overlaid on the central particle is the text 'CORONAVIRUS' in a large, bold, white sans-serif font. A thin horizontal line is positioned directly beneath the word 'CORONAVIRUS'. Below this line, the word 'PANDEMIC' is written in the same bold, white sans-serif font, completing the title.

# **CORONAVIRUS**

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# **PANDEMIC**



## ► By the end of April:

- Loss of 6 million travel-related American jobs
- Double employment rate to 7.1%
- \$910 billion hit to US economy from decrease in travel
- Total travel spending decrease of 78% with loss of \$410

REAL LIFE



## Quarantine

Volunteer Time!

Project you've always wanted to get done time!

Work from home time, i.e. you don't have to wear pants to work time!

Nations turn inwards

Microtourism

Recession

Microtourism

Change in human behavior

Microtourism

New normal

Not sure, but we need to be ready!





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